

ORDER

Orders

Order / Rev:	62297
Alt Order #:	09831622
Product Desc:	PROTECT FL TAXPAYERS
Estimate:	
Flight Dates:	10/22/12 - 11/02/12
Original Date / Rev:	09/28/12 / 09/28/12
Order Type:	CIA - O

CBS 47

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency

Name:	SRH Media Inc
Buying Contact:	
Billing Contact:	
	2204 Countryside Dr
	Silver Spring, MD 20905

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	Protect FL Taxpayers
Demographic:	A35+
Product Codes:	Issues/Propositions
Priority:	P-1
Revenue Codes:	AGY, POL-ISS, GEN

New Business Thru:	
Order Separation:	00:00:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	38	\$13,800.00	\$11,730.00
10/29/12	11/02/12	39	\$16,550.00	\$14,067.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	38	\$13,800.00	\$11,730.00	0.00
November 2012	39	\$16,550.00	\$14,067.50	0.00
Totals	77	\$30,350.00	\$25,797.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
CBS 47	15%	\$30,350.00
Market	100%	\$202,333.33

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EAWS	0%	\$0.00
ETEV	0%	\$0.00
UNKWN	0%	\$0.00
WAWS	7%	\$14,163.33
WCWJ	0%	\$0.00
WJXT	46%	\$93,073.33
WJXX	5%	\$10,116.67
WTLV	27%	\$54,630.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WTEV	10/22/12	10/26/12	Action News @ 5a Action News @ 5a	CM	5:00 AM-5:30 AM	MTWTF--	:30	5	\$60.00	P-1	0.00	NM	5	\$300.00
NEWS															
		Start Date	End Date	Weekdays		Spots/Week		Rate		Rating					
Week:		10/22/12	10/28/12	MTWTF--		5		\$60.00		0.00					
2	WTEV	10/29/12	11/02/12	Action News @ 5a Action News @ 5a	CM	5:00 AM-5:30 AM	MTWTF--	:30	5	\$60.00	P-1	0.00	NM	5	\$300.00
NEWS															

Order / Rev: 62297
Alt Order #: 09831622
Flight Dates: 10/22/12 - 11/02/12

Advertiser: Protect FL Taxpayers
Product Desc: PROTECT FL TAXPAYERS CBS 47
Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
2	WTEV	10/29/12	11/02/12	Action News @ 5a	CM	5:00 AM-5:30 AM	MTWTF--	:30	5	\$60.00	P-1	0.00	NM	5	\$300.00
NEWS															
3	WTEV	10/22/12	10/26/12	Action News @ 530a	CM	5:30 AM-6:00 AM	MTWTF--	:30	5	\$120.00	P-1	0.00	NM	5	\$600.00
NEWS															
4	WTEV	10/29/12	11/02/12	Action News @ 530a	CM	5:30 AM-6:00 AM	MTWTF--	:30	5	\$120.00	P-1	0.00	NM	5	\$600.00
NEWS															
5	WTEV	10/22/12	10/26/12	Action News @ 6a	CM	6:00 AM-7:00 AM	MTWTF--	:30	5	\$160.00	P-1	0.00	NM	5	\$800.00
NEWS															
6	WTEV	10/29/12	11/02/12	Action News @ 6a	CM	6:00 AM-7:00 AM	MTWTF--	:30	5	\$160.00	P-1	0.00	NM	5	\$800.00
NEWS															
7	WTEV	10/22/12	10/26/12	CBS This Morning	CM	7:00 AM-9:00 AM	MTWTF--	:30	5	\$140.00	P-1	0.00	NM	5	\$700.00
CBS EARLY SHOW															
8	WTEV	10/29/12	11/02/12	CBS This Morning	CM	7:00 AM-9:00 AM	MTWTF--	:30	5	\$140.00	P-1	0.00	NM	5	\$700.00
CBS EARLY SHOW															
9	WTEV	10/22/12	10/26/12	Action News @ 5p	CM	5:00 PM-5:30 PM	MTWTF--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
NEWS															
10	WTEV	10/29/12	11/02/12	Action News @ 5p	CM	5:00 PM-5:30 PM	MTWTF--	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
NEWS															
11	WTEV	10/22/12	10/26/12	Action News @ 530p	CM	5:30 PM-6:00 PM	MTWTF--	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
NEWS															
12	WTEV	10/29/12	11/02/12	Action News @ 530p	CM	5:30 PM-6:00 PM	MTWTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00
NEWS															
13	WTEV	10/22/12	10/26/12	Action News @ 6p	CM	6:00 PM-6:30 PM	MTWTF--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
NEWS															
14	WTEV	10/29/12	11/02/12	Action News @ 6p	CM	6:00 PM-6:30 PM	MTWTF--	:30	3	\$800.00	P-1	0.00	NM	3	\$2,400.00

Order / Rev: 62297
Alt Order #: 09831622
Flight Dates: 10/22/12 - 11/02/12

Advertiser: Protect FL Taxpayers
Product Desc: PROTECT FL TAXPAYERS CBS 47
Estimate:

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
NEWS															
Action News @ 6p Action News @ 6p															
NEWS															
Start Date <u>Week: 10/29/12</u> End Date <u>11/04/12</u> Weekdays <u>MTWTF--</u> Spots/Week <u>3</u> Rate <u>\$800.00</u> Rating <u>0.00</u>															
15	WTEV	10/22/12	10/26/12	CBS Evening News	CM	6:30 PM-7:00 PM	MTWTF--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
CBS Evening News															
NEWS															
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>MTWTF--</u> Spots/Week <u>2</u> Rate <u>\$1,200.00</u> Rating <u>0.00</u>															
16	WTEV	10/29/12	11/02/12	CBS Evening News	CM	6:30 PM-7:00 PM	MTWTF--	:30	3	\$1,200.00	P-1	0.00	NM	3	\$3,600.00
CBS Evening News															
NEWS															
Start Date <u>Week: 10/29/12</u> End Date <u>11/04/12</u> Weekdays <u>MTWTF--</u> Spots/Week <u>3</u> Rate <u>\$1,200.00</u> Rating <u>0.00</u>															
17	WTEV	10/22/12	10/26/12	M-F Action News @ 11p	CM	11:00 PM-11:30 PM	MTWTF--	:30	3	\$850.00	P-1	0.00	NM	3	\$2,550.00
M-F Action News @ 11p															
LATE NEWS															
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>MTWTF--</u> Spots/Week <u>3</u> Rate <u>\$850.00</u> Rating <u>0.00</u>															
18	WTEV	10/29/12	11/02/12	M-F Action News @ 11p	CM	11:00 PM-11:30 PM	MTWTF--	:30	3	\$850.00	P-1	0.00	NM	3	\$2,550.00
M-F Action News @ 11p															
LATE NEWS															
Start Date <u>Week: 10/29/12</u> End Date <u>11/04/12</u> Weekdays <u>MTWTF--</u> Spots/Week <u>3</u> Rate <u>\$850.00</u> Rating <u>0.00</u>															
19	WTEV	10/22/12	10/26/12	Letterman	CM	11:30 PM-12:30 AM	XIMTWTF--	:30	5	\$320.00	P-1	0.00	NM	5	\$1,600.00
Letterman															
LETTERMAN															
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>MTWTF--</u> Spots/Week <u>5</u> Rate <u>\$320.00</u> Rating <u>0.00</u>															
20	WTEV	10/29/12	11/02/12	Letterman	CM	11:30 PM-12:30 AM	XIMTWTF--	:30	5	\$320.00	P-1	0.00	NM	5	\$1,600.00
Letterman															
LETTERMAN															
Start Date <u>Week: 10/29/12</u> End Date <u>11/04/12</u> Weekdays <u>MTWTF--</u> Spots/Week <u>5</u> Rate <u>\$320.00</u> Rating <u>0.00</u>															
21	WTEV	10/27/12	10/27/12	CBS This Morning Saturday	CM	8:00 AM-10:00 AM	-----S-	:30	1	\$160.00	P-1	0.00	NM	1	\$160.00
Saturday Early Show															
SAT EARLY SHOW															
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-----S-</u> Spots/Week <u>1</u> Rate <u>\$160.00</u> Rating <u>0.00</u>															
22	WTEV	10/27/12	10/27/12	Sa Prime Access Rotator	CM	7:00 PM-8:00 PM	-----S-	:30	1	\$280.00	P-1	0.00	NM	1	\$280.00
Sa Prime Access Rotator															
NEWS															
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-----S-</u> Spots/Week <u>1</u> Rate <u>\$280.00</u> Rating <u>0.00</u>															
23	WTEV	10/28/12	10/28/12	Su Action News @ 630p	CM	6:30 PM-7:00 PM	-----S	:30	1	\$360.00	P-1	0.00	NM	1	\$360.00
Su Action News @ 630p															
NEWS															
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-----S</u> Spots/Week <u>1</u> Rate <u>\$360.00</u> Rating <u>0.00</u>															
24	WTEV	10/28/12	10/28/12	Su Action News @ 11p	CM	11:00 PM-11:30 PM	-----S	:30	1	\$850.00	P-1	0.00	NM	1	\$850.00
Su Action News @ 11p															
LATE NEWS															
Start Date <u>Week: 10/22/12</u> End Date <u>10/28/12</u> Weekdays <u>-----S</u> Spots/Week <u>1</u> Rate <u>\$850.00</u> Rating <u>0.00</u>															

Totals 77 \$30,350.00